



Impact of Organised Retail on Consumer Behavior

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Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | A study of Organized Retail Sector | As the retail sector is going through a very fast paced change, the unorganized retail sector is being challenged by the organized sector. Shopping Malls, Hypermarkets, Supermarkets, Departmental stores and Specialty stores are giving a whole new shopping experience to the consumers. The consumer is being influenced by many factors to get lured for having a shopping experience at the organized retail stores. These factors can be broadly divided into store factors and environmental factors. Also the pace of expansion of these organized stores has started to touch the tier II cities besides metros and mini metros. There has been a very fast paced development in organized retail sector of Jalandhar city since 2009. This study tried to assess the important factors influencing the consumers buying decision towards organized retail stores in Jalandhar. | Format: Paperback | Language/Sprache: english | 120 pp.

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